

Media, consumption & identity

Joyce Koeman | Institute for Media Studies (KU Leuven)

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Graag traag
in onze straat.



Graag traag
in onze straat.



Het kleurrijke volk van de Turnhoutsebaan.

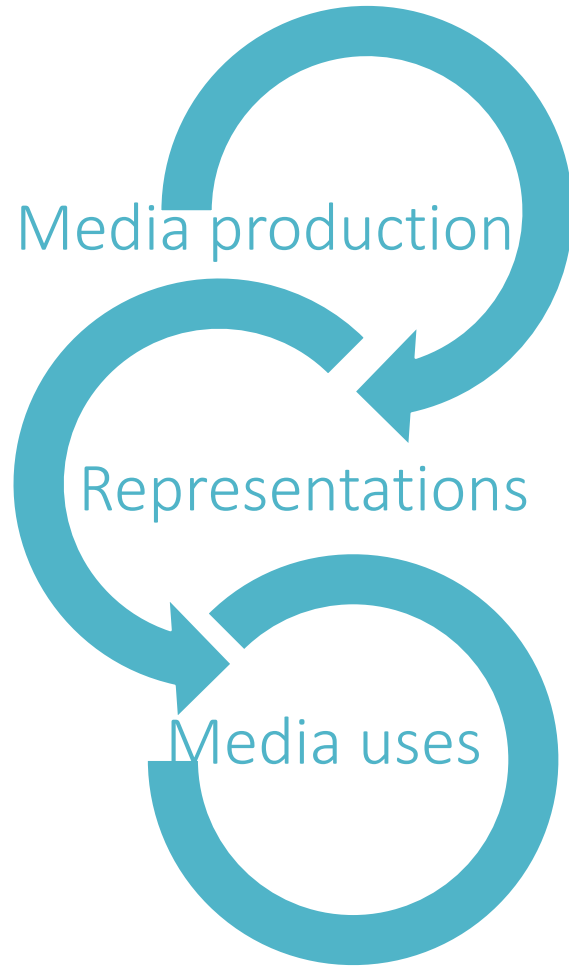
Increased diversity in society

- More silver and colour
- Misrepresentations and ineffective campaigns

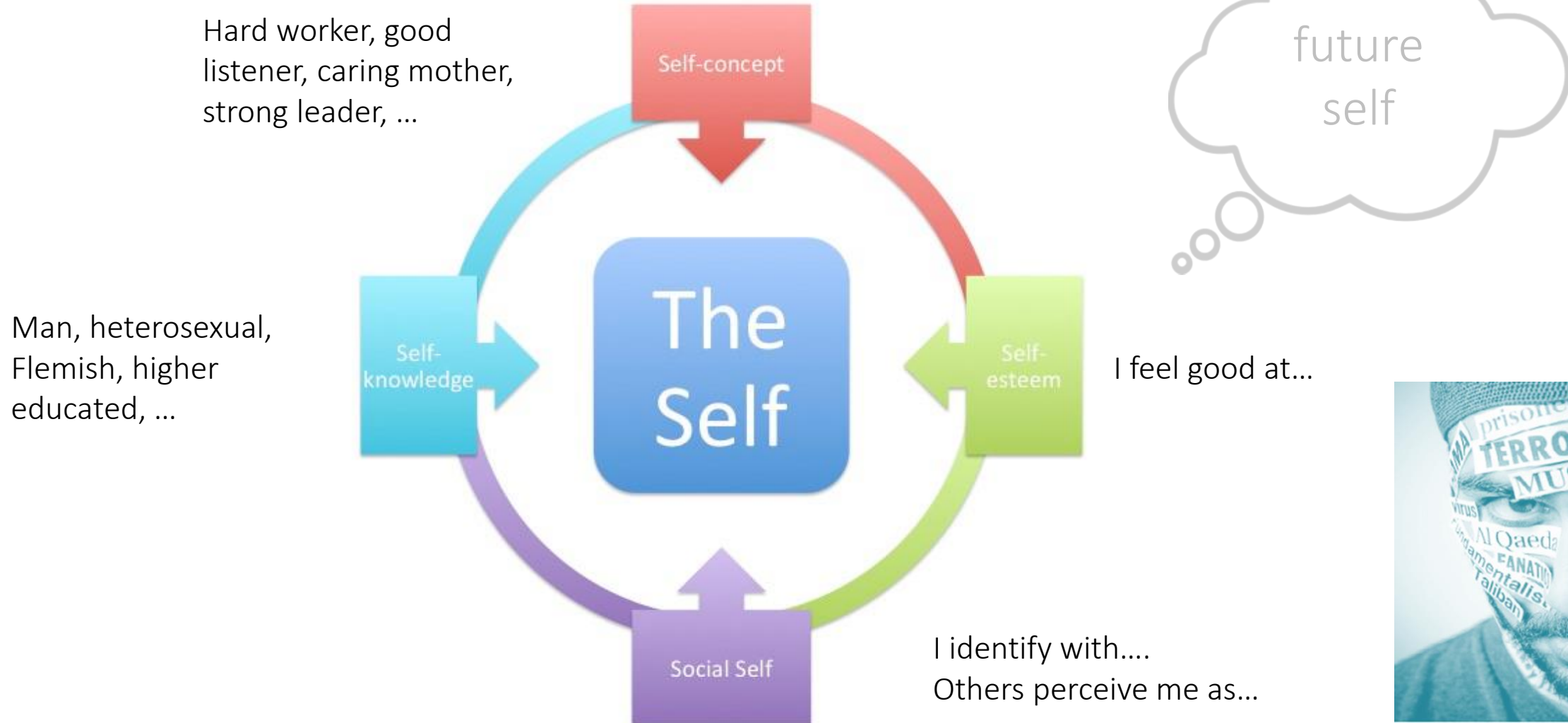
Causes:

- Lack of knowledge/experience
- Stereotypes and mutual prejudices

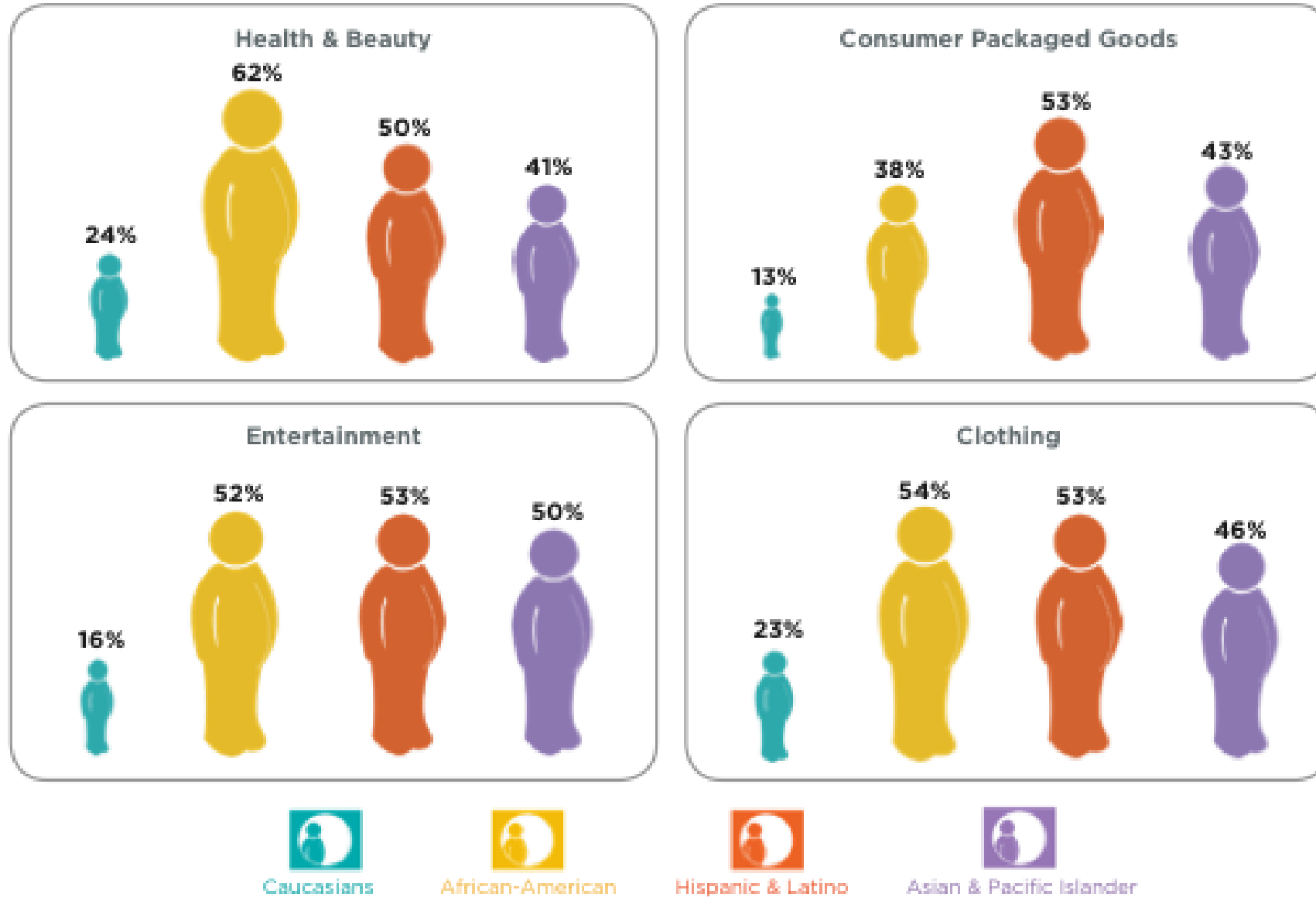
Media and diversity



Individual and group identities







%: How important is ethnicity when products are marketed to you?



Typology of consumption

(Hui, Laroche & Kim, 2006)

		Reflective indicator (ethnic self-labeling / identification)	
		Yes	No
Formative indicator (acculturation)	Yes	Cultural incorporation or transmutation 	Cultural shift 
	No	Cultural resistance 	Non-cultural product 

Marketing communications

(Romer, 2002)

‘Ethnic marketing’:

- Specifically targeted at ethnic minorities
- Develop tailored communications

Diversity marketing:

- Inclusive approach
- General and targeted at diverse groups

Urban marketing:

- Appeals to lifestyles / goals that transcend ethnic origin: ‘urban feeling’



Challenges within ethnic marketing

(Koeman, Jaubin & Stesmans, 2010)

Practitioners:

- Lack of knowledge
- Advertisers are not interested (yet)
- Heterogeneity is problematic
 - Language
 - Ethnic origins
 - Religion
 - Level of acculturation

Consumers:

- Need for recognition
- Adjustment is not always necessary
 - No translation for 2nd + 3rd generation
 - Ethnic models ≠ stereotypes
- Preference for an inclusive approach

- ⇒ Translate consumer needs into opportunities
- ⇒ Look for similarities rather than differences

Where are we now?

“The first level of ‘getting it’ is not doing anything.

The second level is recognizing its importance, but keeping efforts pretty siloed, like spending some money during Black History Month and Hispanic Heritage Month and considering the multicultural box to be ticked off.

The next step is where we are — making multicultural part of everything we do.”

(Tony Rogers, Walmart)

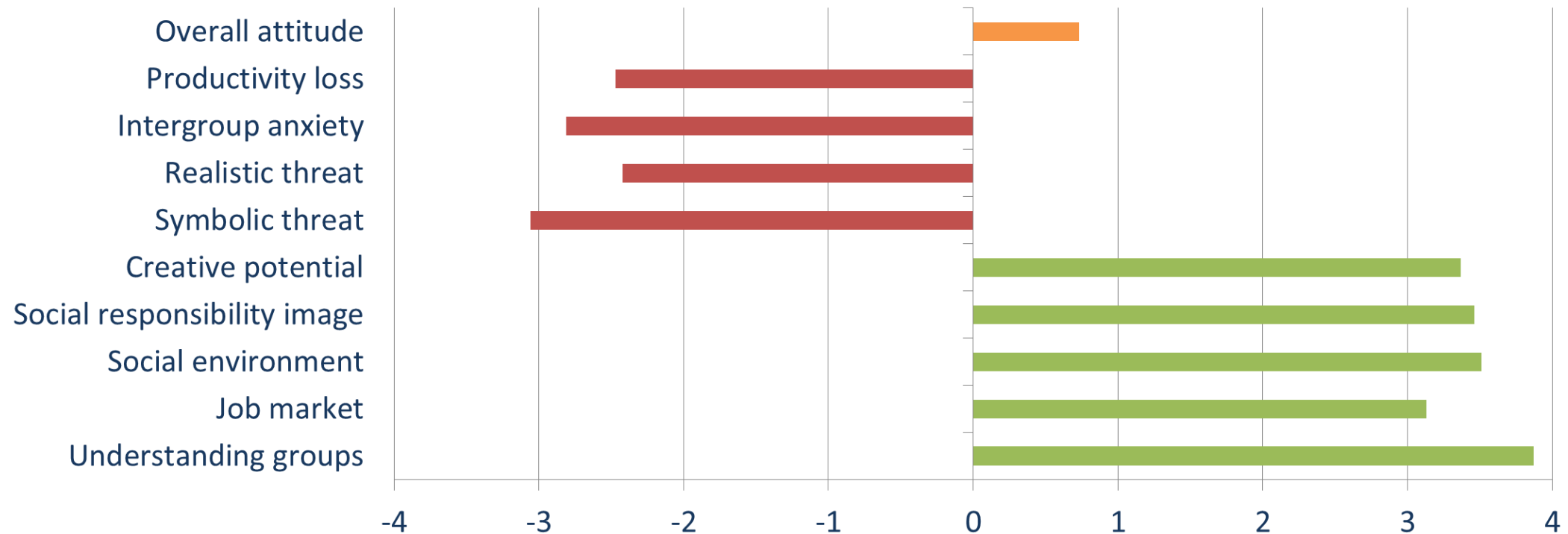


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Online survey attitudes towards diversity

Managers and employers of Belgian internationals (Leemans & Koeman, 2013)

Table 1: Mean scores on benefits and threats of diversity (scale 1 – 5)



Intercultural communication competences



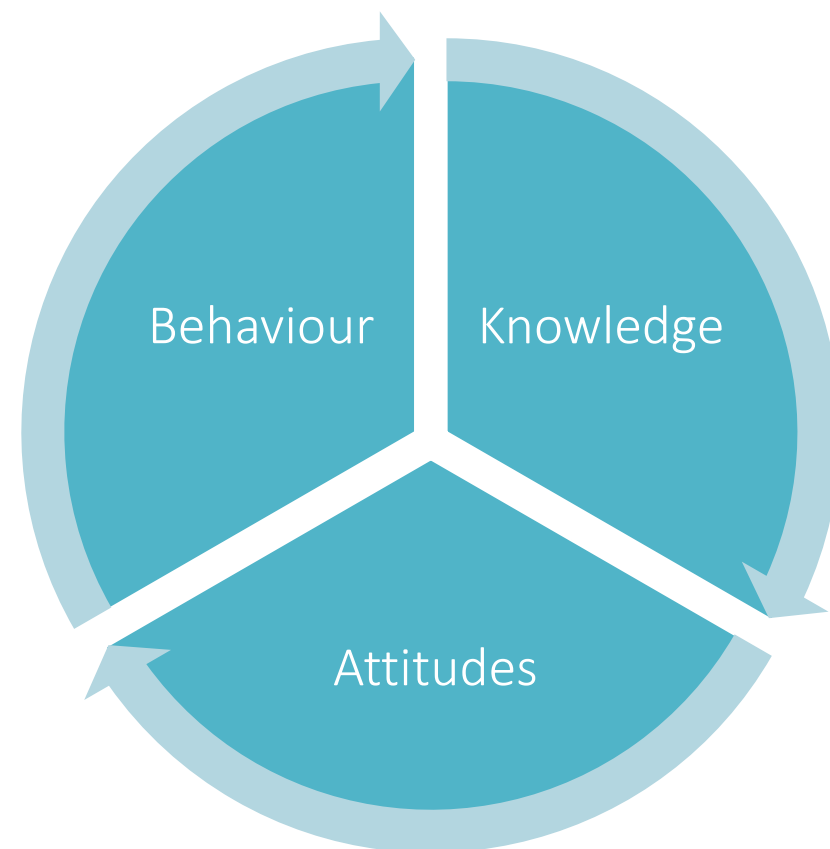
Interact

*effectively and appropriately
with members of different cultures*

(Wiseman, 2002, p.208)



Participation is key!





Institute for Media Studies

Research on Media and Communication



Content analysis of on- and offline media
(Media) consumer research
User-centered message design
Effectivity measures

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